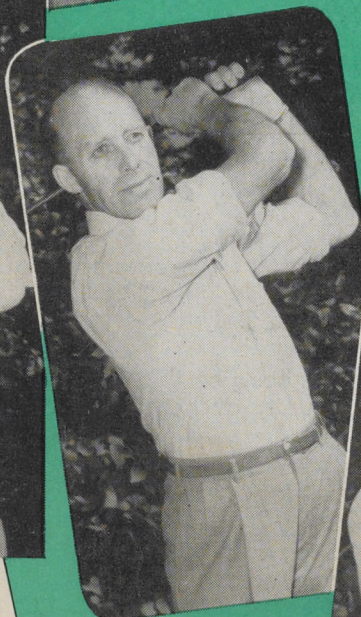
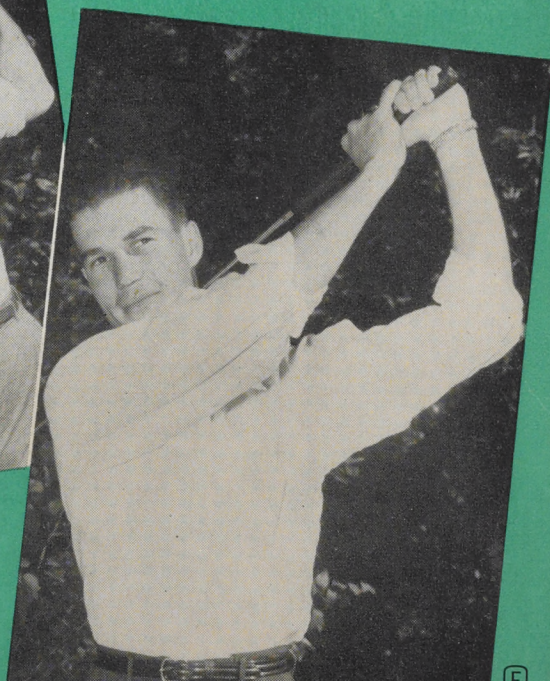


Contacts



For Description of Pictures
See Page Thirty-Two



AUGUST
1 9 5 0



Centre picture gives a glimpse of Eaton's comfortably appointed Rest Rooms at Emerson, which were recently redecorated and refurnished.

Welcome, Visitors!

August—The Greatest Travel Month of All

Travel Bureau records for the past twenty years point to August as the most popular month for summer tripping. Despite a set-back due to the flood, vacation travel to Manitoba is now in full swing. During the next few weeks the influx of visitors to Winnipeg will be at its peak.

To extend to these, our guests, the best possible example of western hospitality is a civic duty, a business opportunity and a personal responsibility for each and all of us.

Here at Eaton's we are ready with friendly, helpful service—with knowledge of our Store and its merchandise—ready, too, with information about customs regulations, our city's geography and nearby points of interest.

Let us keep up this good work of welcoming visitors. Thus we will maintain the good name our Store has achieved over the continent—a reputation which so often leads to this bit of advice to the holiday-bound in distant cities:

**"If you're passing through Winnipeg—be sure to visit EATON'S . . .
it's such a friendly Store!"**

"Accept The Thanks of a Grateful Staff"

"The tumult and the shouting dies . . ." Manitoba's flood disaster, which left 80,000 homeless, inundated 2,000 farms and caused evacuation of 100,000 people, is no longer headline news. But the memory of our Company's kindness to its flood-stricken employees will live on down the years. The following letter received by our general manager expresses what is in the hearts of all Eatonians who were in the flood areas:

Winnipeg, Man., June 27, 1950

Mr. R. S. McCordick,
Executive Offices,
The T. Eaton Co. Limited,
Winnipeg, Man.

The Eaton Assistants' Association has been requested by members of the staff who have suffered flood damage to express for them their appreciation of the all-out assistance given them by the Company.

No one may ever know the extent to which The T. Eaton Company has gone in helping its own employees in their time of need.

Help was given unstintingly. As the river first passed the flood stage and as the water reached the highest level, it was reassuring to know that at any hour of the day or night the tremendous resources of our Company were available to all who so desperately needed help.

We would ask you, Sir, and through you, the President and Directors of our Company, to accept the sincere thanks of a grateful staff.

W. J. McKerchar, President,
Eaton Assistants' Association.



AT AN EATON ANNIVERSARY IN PARIS—Left to right: Mrs. Eaton, Mr. Portlock, Mrs. Biesel and the President, enjoying the entertainment which marked 45 years with the Company for Mr. Portlock, supervisor of the European Buying Offices. At left of the President with backs to camera are Mr. E. R. King, of the Paris Office; Mr. A. Gobert and Mr. N. B. Smith, of the Manchester Office.

Mr. Percy Portlock Marks 45 Years With Eaton's

The date was June 15, and the anniversary of our supervisor of European Buying Offices happily coincided with an overseas visit of the President and Mrs. Eaton. The result was a banquet tendered by Mr. Eaton in Mr. Portlock's honour at Fouquet's in the Champs Elysees, attended by representatives of other Buying Offices, some of whom made the trip to Paris especially for that event.

During the evening, best wishes were extended to Mr. Portlock by the President, and telegrams of congratulation from coast to coast in Canada, and the United States, England and Ireland were read by Mr. C. L. Bryant, of the London Office.

Mr. Portlock's entire Eaton career has been spent in overseas offices, beginning with the original London Office in Warwick Lane. Supervisor of European Offices since 1925, he has seen the London Office move from Warwick Lane to Victoria Street, to Regent Street and finally to its present Conduit Street location. His own headquarters presently is Paris, where he took up residence prior to World War II after a period of commuting between the French and British capitals.

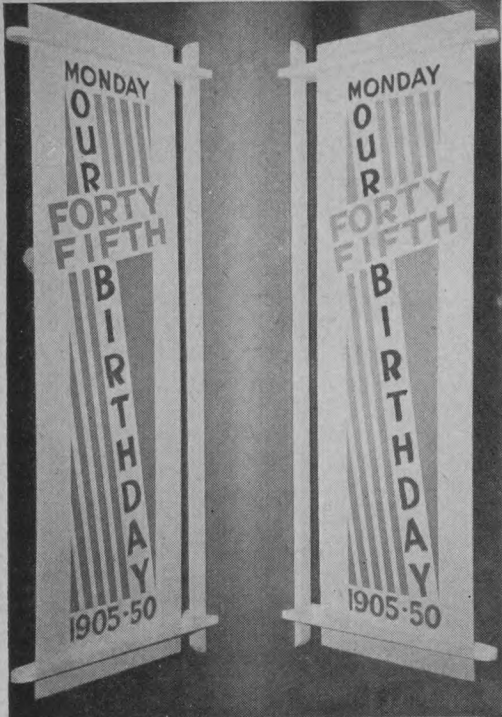
During the war Mr. Portlock returned to London, and never, in spite of the danger involved, failed to make his annual trip to Canada. His most recent visit took place last autumn, and when the 1950 trip takes place many friends—including those who enjoyed numerous kindnesses from the London Office while on active service—will have an opportunity to add their congratulations to an already impressive list.

—Courtesy of "Flash," Eaton's, Toronto

A Salute From The Prairies

Mr. Portlock's many friends on the prairies send him a warm western greeting on this happy occasion! Winnipeg buyers and Eatonians formerly in the services recall with pleasure Mr. Portlock's gracious hospitality and the many kindnesses extended to them by London Office during their sojourn overseas.

Congratulations, sir, and may the years ahead continue to bring you health and happiness!



"I REMEMBER..."

Mr. Howard McGregor Looks Backward To Opening Day

"What was the Big Store like 45 years ago?" Contacts put this question to Mr. Howard B. McGregor, head of department, Women's Shoes, M.O., on our Store's 45th Birthday.

"Gosh, now, let me see . . ." mused Mr. McGregor, who is one of the two remaining "originals"—the other being Mr. Harry Keough, manager of Saskatoon Store. (By "originals" is meant that first band of 150 Eatonians who came up from Toronto in 1905 to help open the Winnipeg Store.)

Opening "Headaches"

The biggest "headache" on opening day, Mr. McGregor then recalled, was training the hundreds of "green" help—"we had no well-equipped Educational Department as there is now—it took three weeks to adjust the mistakes made that first day." Stock keeping was another headache for the pioneers. Stocks thought to be ample for two or three months were wiped out the first week of Store opening.

The "Style Bug" Hadn't Caught On

All shoes, men's, women's and children's, were contained in one department. They occupied the same location as the women's shoes do today, but with about *one-half the space!*

"You see, the 'style bug' hadn't caught on!" explained the veteran shoe buyer. Shoes were made with utility in mind

rather than fashion, so assortments were about one-tenth of those today.

"Growing Pains" of a Big Store

"We really knew what hard work was in those days. The Store opened at 8 o'clock and closed at 6 p.m.—but you often came in at 7 in the morning to dress windows, arrange displays and get stock in order. During the first year a great deal of night work was necessary, too. In fact, one could seldom depend on getting off any night but Saturday. We were so busy in the day time that we generally got our goods out of the Receiving Room at night."

"But We Still Had Fun"

Golf was too expensive back in 1905, but one could have plenty of fun in other ways. Picnics in Elm Park or taking your best girl for a ride on the open street cars were popular forms of recreation. In winter there was skating on the river, while for "two-bits" you could see a good stock company and hiss the villain from the balcony. There was opera sometimes, and vaudeville at the Orpheum—first-class entertainment that was a heck of a lot cheaper than today's movies.

The "pioneers" mostly lived in comfortable boarding houses arranged for them by the Company before their arrival. Many staunch friendships thus developed and sometimes romance. For example, in 1908

(Continued on Page Five)

When All Winnipeg Went Out To Shop

A lovely summer's day greeted our Store's 45th Birthday. With bright skies and a maximum temperature of 71 degrees, all Winnipeg went out to shop.

The big birthday values featured in the 18-page flier made for brisk shopping on every floor throughout the day, and service was never better! Every phase of it was helped by the big staff of 1,600 "extras," among whom were 200 experienced Mail Order Eatonians.

A special tribute goes to the 100 Eaton old-timers (many of them pensioners) who reported for work because they "just couldn't stay away at Anniversary." Their wonderful spirit, plus ability and experience was a great asset to their departments.

Yes, our 45th Birthday hangs up another proud record for both shining value and service to the people of Winnipeg!

"I REMEMBER . . ."

(Continued from Page Four)

Mr. McGregor married Gertrude Hardy, who was then in charge of the Sales Audit. Today he is proud of two generations in the shoe business at Eaton's—himself, son Bruce, assistant in the Men's Shoes, M.O., and Gordon, with the Children's Shoes. Another son, Earl, is with the Boys' Clothing. And had he those 45 years to live over again, he'd still want to work with the Big Store, declared Winnipeg's senior Eatonian!

COURTESY

"Courtesy is the one medium of exchange which is accepted at par by the best people of every country in the globe.

"It is sentiment cloaked in reasonable and businesslike expression—the embellishment that adds tone and harmony to matter-of-fact routine—the oil which lubricates the machine of commercial good-fellowship and promotes the smooth running of the many units in an organization.

"Courtesy radiates a spirit of good feeling that we are not working entirely for what we get out of work in a material way—but for the pleasure of polite transaction and friendly association as well."

THE BRIDGE BUILDER

An old man, travelling a lone highway,
Came at the evening, cold and grey,
To a chasm, vast and deep and wide.
The old man crossed in the twilight dim,
The sullen stream had no fears for him,
But he turned when safe on the other side
To build a bridge to span the tide.
"Old man," said a fellow pilgrim near,
"You're wasting your time with building here,
You've crossed the chasm, deep and wide,
Why build you a bridge at eventide?"
The builder lifted his old grey head,
"Good friend, in the path I have come," he said,
"There followeth after me today
A youth whose feet must pass this way.
This chasm, which has been as naught to me,
To this fair-haired youth may a pitfall be,
He, too, must cross in the twilight dim;
Good friend, I'm building the bridge for him."

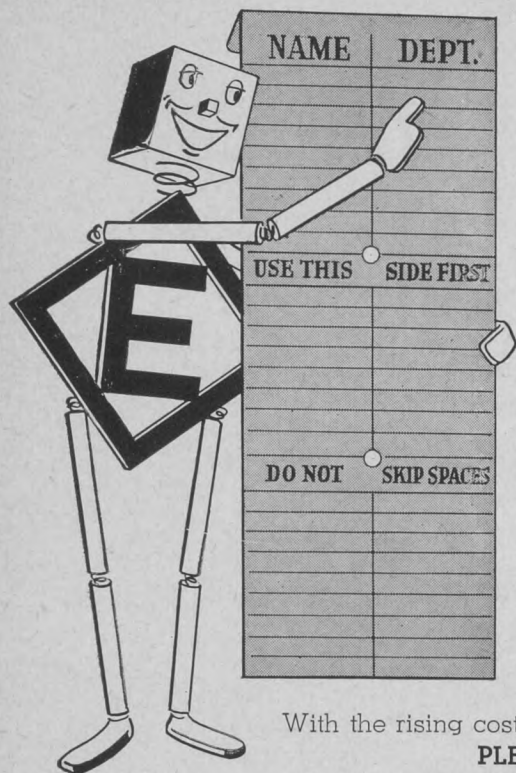


ERNEST W. HAWKINS

Assistant in charge of the Camera Counter, whose death on Sunday, June 25, was reported in July Contacts.

SAVE OUR SUPPLIES!

Diamond Eddie Says:—"Consider The STORE MESSAGE ENVELOPE..."



He's REAL ECONOMY— and Boy, Can He Take It and Hand It Out Too!"

Yes, sir, he's tough as well as economical . . . he can take 50 trips with messages that are not of a confidential nature, as against a **single** trip for a No. 7 manilla or kraft envelope! He does some tall travelling, too. You'll find him in Winnipeg today, in Moose Jaw, Calgary or other outside points next week, and then back on your desk again, eager for another trip!

Here's How He Can "Hand it Out"—When used for ordinary messages, 1,000 Store message envelopes are equivalent to 50,000 No. 7 envelopes—

A SAVING OF APPROXIMATELY 900%

With the rising cost of paper bags and twine, **Your Co-operation, PLEASE!** Thank you, Eatonians.

AMONG OUR SOUVENIRS

It has been an Eaton custom for many years to present souvenir ribbons to customers attending the annual Birthday Sale, and we suppose after 45 years many of us take them without much thought. Sometimes, though, strange things happen to them.

The particular ribbon we have in mind is a white one, now faded to a dingy grey, but with the blue lettering on it still bright and clear. It reads: "Eleven years old today," then the dates, July 17, 1905-16, followed by a cut of the store.

In August, 1916, the ribbon was mailed to the sister-in-law of a printing plant employee who resides in England. The summer of 1950, the employee's wife was on a visit to England, and was given the ribbon to bring back—just 33 years later.

Thus 33 years afterwards, this treasured ribbon returned to its original point of departure, The T. Eaton Company in Winnipeg, after crossing the Atlantic twice, once during the height of the submarine menace in 1916.

ANOTHER SOUVENIR which was lent us by Mrs. Billings, of the Cash Office, is a box which originally contained a slice of the Eaton Birthday cake, also of 1916. On its edges are printed the 1905 and 1916 areas of the Store and the comparative numbers of employees. On the bottom of the box is listed the ingredients of the birthday cake, amounting in all to 2,500 pounds! We wonder what size cake it would take in 1950 to give each customer a piece?

"ROGER!"

*Fashion Accessory
Staff Honour*

*Mr. and Mrs.
Roger Harding*



As a parting salute to Mr. R. B. Harding (recently appointed supervisor of the Fashion Accessory Department in Toronto Store and principal buyer for the group), the combined staffs of Departments 202, 3 and 4, Mail Order, honoured Mr. and Mrs. Harding with a dinner and dance on Tuesday evening, July 4, in the Oak Room of the St. Regis. The gathering numbered 47, and included Mr. F. Wicks and Mr. G. Despard, former associates, and their wives.

On arrival, the guests of honour were welcomed with corsages, Mrs. Harding's composed of roses and sweet peas, and Mr. Harding's an intriguing arrangement of oranges, ribbons and cigarettes!

"Buttons and Bows"

The festivities began with a specially written "toast" to Mr. Harding, sung to the tune of "Buttons and Bows," followed by an enjoyable dinner. Mr. L. A. Tempest, acting as master of ceremonies, then paid tribute to Mr. Harding's many fine qualities as supervisor and friend of the staff, spicing his remarks with humorous references to the latter's tremendous energy and capacity for hard work. He then called on Mr. J. Murray to make the presentation of a handsome leather brief case to Mr. Harding, while a lovely Royal Doulton figurine was presented to Mrs. Harding by Miss Myra Reid.

Mr. P. Thompson voiced the congratulations and good wishes of Department 3, M.O., while Mr. Wicks spoke for Department 4 (in the absence of Mr. Lyle Christie) and for Department 204. Mr. Despard then read the many telegrams of congratulation which were received from friends in both east and west, and also from New York.

Mr. Harding replied, expressing his gratitude to the staff and his appreciation of their loyalty and co-operation. He was followed by Mrs. Harding, who gave a charming little speech of thanks.

"Swing Your Partners!"

On the entertainment side was a hearty sing-song, accompanied at the piano by Miss M. Fraser and a five-piece orchestra—the "Leon Quintette"—who provided excellent dance rhythms as well as delightful novelty numbers. Mr. Murray capably led the social one-steps and spot dances which were rewarded with novelty prizes. These were won by Mr. Tempest (twice!), Jimmy Holmes, Nancy Moore, Dorothy Tarrant and Muriel Fraser.

Highlights of the party were photographed by the popular and efficient Albert Mousseau, while the Display Department are to be congratulated for their charming decorations appropriately designed of "hankies and 'kerchiefs." Altogether a delightful occasion and a great success!

EYES RIGHT!

Here's a Fine Tribute to Mr. M. Solomon (Optical Department)

"The T. Eaton Co. Limited,
"Optical Department, Winnipeg, Man.

"Garland, Man., July 10, 1950.

"Dear Sirs: On the 24th of March I had my eye-glasses changed, and, upon doing so, you had requested that I inform you some time later whether they have benefited my eyesight at all. I must admit that since I started wearing them, my eyesight has totally improved and all the pain and discomfort which I had suffered due to poor eyesight have been relieved.

"By writing this letter, I wish to express my deep appreciation for the correct judgment you used in choosing glasses for my eyes, as they certainly have helped me amazingly. May it be that in the future you are able to help all others as you've helped me."

This customer was taken care of by Mr. M. Solomon, No. 21.

Ye Rigid Ploughmen!

**Provincial Ploughing Match Winners
Also Awarded Prizes by Eaton's**

*"... The ploughman homeward plods
his weary way and leaves the world to
darkness and to me."*

'Tis said that these familiar lines can be rearranged in 21 different ways. We've never tried it. But we do know that they were paralleled during Manitoba's 51st Annual Ploughing Match held on Friday, June 30, on the McDonald farm at Portage la Prairie. As the ploughmen lined up their ploughs and started on the homeward trek, big black clouds darkened the sky and the storm broke over their heads. The crowds

Champion of All Champions!

Alas for the vanishing horse! A great champion looks on with mixed feelings. Now 73 years of age, Mr. George McVicar won practically every local and provincial horse-drawn ploughing title in the last 50 years. He quit at 71.



rushed for cover under the big tent where the prizes were presented by Mr. J. R. Bell, Deputy Minister of Agriculture.

Among the many trophies, cups and prizes presented to the winning farmers were gold watches and silver trays donated by The T. Eaton Company.

Much that was picturesque and poetic about ploughing has gone since Gray wrote his immortal "Elegy in a Country Church Yard." The noble animal is putting up a losing fight against the big Diesel-engined power plough with its three or four-furrow blades that can do the work several times faster. But despite the machine plough's mass production, there's more skill required to turn a straight furrow with a horse-drawn plough, say the experts.

In awarding prizes, 15 points are given for straightness of furrow, 15 for feering the crown, 5 for ins and outs at end, 15 for depth and width, 15 for evenness of surface, 15 for finish, and 20 for covering weeds.

*"Ye rigid ploughmen! Bear in mind
Your labour is for future hours.
Advance! Spare not! Nor look behind!
Plough deep and straight with all your powers!"*

* * *

DESCRIPTION OF PICTURES

"Best Finish"

Top left—Straight as a die and only two rows to go! The straight, even furrows turned by D. Brownridge won him the award for "Best Finish" in the three-furrow engine gang plow event.

Walking Plough Champion

Centre left—"We've both seen our best years," said Witt Billingham, who won the walking plough championship and the Sir Daniel McMillan trophy. Witt was referring to his bay mare, "Jess" (on the high side in picture). Still carrying her head proudly, "Jess" is 28 years old. "That's a lot of years for a horse."

Best Ploughed Land

Lower left—Awarded the provincial championship for the best ploughed land, Alex Munro and his four-horse gang plough drew a large crowd of spectators. That long "stick" lying on the freshly ploughed ground is the guide post.

Eight



On Your Holidays Take Time Out to... READ and RELAX

Instead of whooping it up like a wild Injun and coming home tired, why not take time out on your holidays to rest and catch up on your reading?

What is your taste in reading? Do you like biography, fiction, "whodunits" or current affairs? Here are some we strongly recommend, now on the shelves of the Circulating Library, second floor.

Do you like historical romances? Then try:

PHANTOM FORTRESS—by Bruce Lancaster
The American War of Independence. Locale, South Carolina. Romance? Of course!

* * *

KING'S CAVALIER—by Samuel Shellabarger

The author of *The Captain From Castile* has given us an equally swashbuckling tale. This time it is France at the time of the Bourbon plots against Francis I.

* * *

THE GENTLE INFIDEL

by Lawrence Schoonover

For those who like their history mixed with romance and adventure in far countries, we heartily recommend *The Gentle Infidel*. It is a story of the life of a janissary under the Sultans in the Turkish Empire.

* * *

For light fiction we suggest:

THE CIRCLE OF THE DAY—by Helen Howe

For those who like the more sophisticated type of light fiction. Catty friends and straying husbands.



If your taste runs to current affairs, don't forget "Winnie's" new book:

THE GRAND ALLIANCE

by Winston Churchill

This is the third book of Churchill's great epic of the recent war. It comprises the German drive to the east, the Battle of the Atlantic and the entrance of Russia. It comes to a mighty climax with the tragedy of Pearl Harbour.



Another continuing best seller, this time of the heavier fiction variety, is:

THE EGYPTIAN—by Mika Waltari

Life in ancient Egypt. A very good translation from the Finnish.

* * *

On one of those dull days when you want a good laugh try:

THE KANSAS CITY MILKMAN

by Reginald Packard

"If it can't be read by the Kansas City milkman, then it isn't a good news dispatch." An amusing tale about the life and worries of a seasoned correspondent, his wife, his friends, and his efforts to introduce a protégé into the writing of dispatches for the "most accurate, impartial and rapid news gathering" organization.

* * *

To lovers of the grim and gory, we suggest:

LADY BEHAVE—by Peter Cheney

One of our most prolific writers of the fast-moving, fast-hitting style of "whodunits" has come up with a better-than-usual one.

* * *

THE ANGELS FELL—by Bruno Fischer

A new Red Badge thriller about a dead husband in a closet and a stolen brief case. Ben Helm, a popular Fischer detective, is called in to wind up the clues.

* * *

The last book on our list you might call a fictional biography:

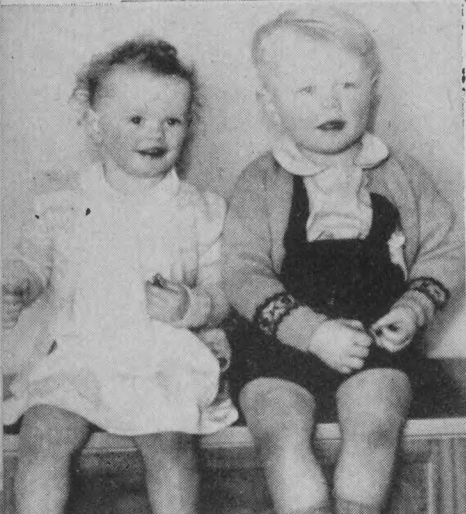
THE CRY AND THE COVENANT

by Morton Thompson

The practice of medicine in Hungary as seen through the eyes of Ignaz Philipp Semmelweiss, the discoverer of child bed fever. Lister said of him: "To this great son of Hungary, medicine owes most. Without Semmelweiss I would be nothing." Well written and vivid.

Nice Going, "Woody"!

Congratulations to Woody Case, editor of "Chinook Winds," our Calgary staff publication, on a most colourful Stampede cover for the July issue. The motif is a chuck-waggon race photographed at top speed. Featured in natural colour, the result is a cover both realistic and highly appropriate.



Just About Little Folk

Top Row—Left: *David Marshall*, 2 years young, grandson of Mr. A. J. Horton (Meats). Davie is happy to be back home after being evacuated from St. Vital. Centre: The cherub in the bath is *Gordon Stuart Hutchison*, grandson of Mr. H. A. Steele; mommy was Marie Steele, formerly Welfare Office. Circle: This glamour gal is *Margaret Adams*, 4½, daughter of Bill Adams (118 Department); mommy was Sue Patterson, formerly of 147 Department.

Lower Row—Left: *Linda Cameron* is 2 summers and big brother *Jimmy* is 3 past. Granddaddy is Mr. M. Ivor (M.O. Radios); mother was Anne Ivor. Centre: The devastating damsel bathing in the kitchen sink is 15 months young *Lynda Ivison*, daughter of Jim Ivison (Washing Machines). Right: a rootin', tootin' cowpunching pardner is *Grant Hamilton*, grandson of Alex Pitkethly (118 Claims).

EATON SOFTBALL LEAGUE

GIRLS' DIVISION—By Wm. N. Clay

There have been some very fine games and close scores in the Girls' Division this season. Mary Sluserenko is pitching great ball for the Imps to keep them on top of the league, and it was her outstanding feats that beat the Royals 5 to 1 and the Cubs 9 to 8, to win a couple of close ones and keep the champions on the top of the heap. Mary has had good support from her team mates, Millie Ritchie in particular. Royals have lost a couple of close ones that could have been the other way, while Cubs are in the same fix.

Dot Martin continues to play good all-round ball for Royals, while Flo Wicklund is developing into a great catcher who is good with the bat, too.

Cubs' best have been Bell, Armstrong and Main, while the other players are fast finding their form.

All the girls' teams have played several exhibition games in and out of town, with the results in their favour in most games.

Pats are a new team this year, and while they have not found the win column, they are in there trying all the way.

The League Standing Follows:

| | P. | W. | L. | P.C. | | P. | W. | L. | P.C. |
|--------------|----|----|----|------|------------|----|----|----|------|
| Imps | 6 | 5 | 1 | 800 | Cubs | 7 | 4 | 3 | 600 |
| Royals | 6 | 4 | 2 | 750 | Pats | 7 | 0 | 7 | 000 |

Ten

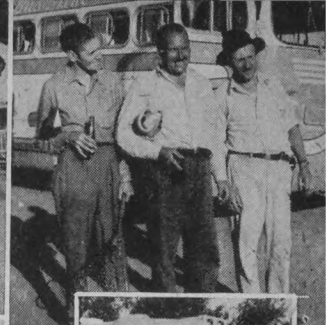


Top Left
Fishermen all, and
more to come!

Top Right
Prizewinners:
John Bay, 3rd
"Pat" Carr, 2nd
"Curly" Moran, 1st

Lower Left
Nibble or not, this is the
life!

Lower Right
More prizewinners:
George Nicholls, 2nd
Lorne Bay, 1st



Eaton Anglers' Trip to Pine Falls

"BOYS' DAY"

A cheer for the Eaton Angling Club, one of our newer recreational groups, who are planning an outing for boys on September 10. Each member will sponsor some deserving youngster for a day's fishing at Indian Bay, all expenses paid. Nice going, fishermen! May the weather man back up your unselfish venture!—Ed.

Once again the Eaton Angling Club were out in full force when on the week-end of July 9 they filled two chartered buses to visit Pine Falls and other favourite fishing haunts on the Winnipeg River.

Leaving the Bus Depot at 3 a.m., the first stop was made at Seddon's Corners, where 24 fishing lures, donated by friends of the club, were drawn for and good fishing wished the lucky winners.

When the buses arrived at the pretty townsite of Pine Falls, the town folk were still in the land of slumber—but not our intrepid fishermen, who soon scattered through the heavy early morning mists looking for a likely spot to catch that "big one."

Due to the high water and the new power project at Pine Falls, the usual good fishing spots were unapproachable and so very few large fish were caught. Those fishing the rapids below the town were rewarded for their patience with a catch of about 40 or 50 bass, averaging two to five pounds.

The Prizewinners

"Curly" Moran was thrilled with his string of six bass, the largest of which won the first prize, a landing net; Pat Carr took second prize and John Bay the third. For the visitors, Mr. Bay's young son, Lorne, took the first prize with a nice jack. Good going, Lorne! We enjoy having you boys along. George Nicholls, son of L. Nicholls (379), lifted the second prize with a bass.

A lot of credit for these enjoyable trips goes to W. A. (Arni) Cooper, our transportation officer, for his efforts in planning and carrying out the many details necessary for a trip of this nature.

Give a Boy a Treat!

Plans are now being worked out for three more trips this season; one, the latter part of August, into the Big Whiteshell. Another big event being planned for about September 10 is Boys' Day, when each member will sponsor a boy, either his own or some deserving youngster, and take him along to Indian Bay, at Waugh, where our water comes from. This trip will take the form of a picnic for the boys as well as teach them new tricks in fishing.

The final trip will take place about October 8, destination to be decided.

A cordial invitation is extended to all male Eatonians to join the club and participate in these grand outings, whether fishing or just going along for the trip. Everyone returns to the city feeling better for a day in the open, seeing new beauty spots and getting better acquainted with his fellow Eatonians.

**Watch your Time Office bulletin boards
for further details of these trips.**

Above the door of a church was an engraved message which read: "This is the gateway to Heaven." Below the engraving hung a carefully printed sign: "Closed during July and August."

—Presbyterian Life



Wish. gets a slick Savage shootin' iron presented by Mr. McCordick.

Wish. Houston's Big Day!

Group Manager of Men's Shoes (M.O.) Joins "Exclusive Forties"

Any bears who plan to mooch around "Bell-e-Acres" (polite spelling) this fall had better high-tail it to the great north's silent forests—because Wish. Houston has a new gun. On Saturday morning, July 8, this lethal-looking Savage .303 was presented to Mr. Houston by Mr. R. S. McCordick on behalf of the management and friends around the Store.

The occasion was Mr. Houston's 40th anniversary with the Company. Presiding over the proceedings, Mr. A. H. Young, M.O. superintendent, reviewed Wish's long career, spicing his resume with typical sprigs of humour. Mr. R. M. Pinfold read extracts from one of the heftiest batches of congratulatory messages we've seen in a long while. Mr. McCordick, on thanking Mr. Houston for 40 years of good work with the Company, spoke of Wish's popularity with his associates.

"Anything More We Can Do For You?"

Always a fluent speaker, Wish. polished off a brief but brilliant reply of thanks which included a quotation from Kipling's "Boots, Boots, Boots!" He spoke of the benefits enjoyed by Eatonians and the "treatment beyond words" given those who went to war. When overseas during World War I he had received a parcel of cigarettes from the Company with this query: "Is there anything more we can do for you?" "This," said Wish., "has always typified our Company's kindness to its employees."

Staff Present Binoculars

On arrival at his desk, Mr. Houston found it gay with flowers, while a colourful cartoon depicted his interest in curling, shooting and the Blue Bombers, of which he is an executive member. Greetings by the staff followed, and then Mr. Gordon Angus, head of department, paid warm tribute to Wish. Houston as a boss and a friend over the years. Messrs. H. B. McGregor, Doug Howat and Jack Slater also spoke briefly, following which Miss Sigrid Beal presented Mr. Houston with a fine pair of binoculars from the staff.

"Any success I may have had," said Mr. Houston, in thanking his staff, "is due to you people and your co-operation with the management."

And so we leave Lorne Wishart Houston, 100 per cent Eatonian, clubman, sportsman, friend and good fellow, starting another forty.



The Anniversary Smile
"It's been a wonderful day!"

THE TOP POSITION WAS UNCOMFORTABLE

It doesn't always pay to occupy the top position. Many a head of a big business will tell you that. A story that illustrates this is about the two Irishmen who got into a fist fight on a rainy day.

Pat had Mike flat on his back and was beating him hard with both fists. Finally he said:

"Ye hard-headed son of Erin, do ye give up?"

"Not by a blame sight," replied Mike, struggling furiously.

Pat went back to beating him. Again he asked him to give up. Again Mike refused. When he refused the third time, Pat on top gave up.

"Then change places wid me," he shouted. "I'm sick and tired of kapin the rain off ye."

Congratulations On Your 35th Anniversaries!

EDWARD G. ROGERS

Supervisor, Mail Order Packing
Assembly and Shipping



Did you realize that over in that big, busy Mail Order area of conveyor belts and chutes, assembling of goods, wrapping, packing, sealing, stamping, hammering and trucking, there is a regular staff of some 450 of your fellow Eatonians? And that during the Christmas shopping period this number climbs to over 1,100!

To direct such a large-scale department with smoothness and precision a man must have what it takes in qualities of mind and heart, as well as in judgment and experience.

Such a man is Ed Rogers, who on July 5 celebrated his 35th anniversary with the Company. As is typical of Eaton supervisors, Mr. Rogers rose from the ranks. Coming out from Buckinghamshire, England (famous for its sheep), young Ed Rogers started with Eaton's as a packer. He later worked with Mr. Arthur Robinson in the Assembly, and with Mr. Jim Johnston, taking over the management of 122 upon the latter's appointment to the M.O. Operating. Fair-minded, kindly in his administration, Mr. Rogers is keenly interested in the welfare of his staff.

Hobbies? "I love to grow things," he tells us. He's especially fond of gladioli, and estimates his peonies number over 500.

On Mr. Rogers' anniversary morning he was presented with a pair of high-powered binoculars, a gift from the staff, presented by Mr. Byron Galbreath. Mrs. Rogers was also remembered with a lovely bouquet of roses. To make the day complete, friends staged a surprise party at the Rogers home during which the M.O. shipping chief received another "birthday" token—a Parker pen and pencil set.

* * * *

ALBERTA CARRUTHERS

Alberta Carruthers ("Bertie," as she is known to her friends), Mail Order Boys' Clothing, celebrated her 35th anniversary on her birthday, June 28.



Bertie was born in Toronto and worked first with the old 250 and 50 Departments before joining M.O. Boys' Clothing, where she has been for the last 27 years. Incidentally, she is in charge of the office.

Mr. Harold Daly, head of department, presented Alberta with matched travelling cases, a clock and handbag from the staff. Many friends called to offer their congratulations on her double anniversary.



Timothy Eaton

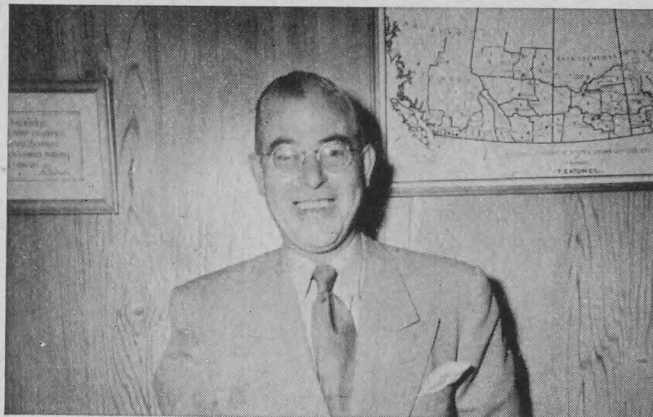
Quarter Century

Club

Inaugurated 1919



Welcome to the EATON *Quarter-Century Club*



Tom M. Elliott

Supervisor, General Audit Department

When Mr. Tom Elliott goes shooting in the marshes this fall he will carry a slick new Winchester pump gun, the gift of his staff, presented to him on the occasion of his quarter-century anniversary, which he celebrated on June 22. Presentation of this fine shootin' iron was made on behalf of the staff by Mr. I. G. Dickson, head of department. Mrs. Elliott also shared honours with her husband, receiving a lovely bouquet of 25 roses. Telegrams and letters of congratulations, too, were received by our genial auditor from Company branches right across the Dominion.

"... When Good Fellows Get Together"

For good measure, a group of old friends around the Store took the Elliott domicile by storm that evening and kept their happy host busy pounding the piano while they sang the old favourites. However, they gave him a respite long enough to make the presentation of a caddy cart as a memento of his important milestone with the Company.

Despite an academic background and the degrees of B.A., I.R.A., after his name, Tom Maley Elliott is anything but a "stuffed shirt." An accomplished pianist, he smilingly obliges when called on to play for those impromptu gatherings around the piano that add so much to the warmth of our Eaton social activities. He's also a keen hunter and motor-boat enthusiast, with a summer home on the Lake of the Woods.

Born in Oxbow, Sask., Mr. Elliott graduated from Manitoba University and is a registered industrial accountant. His entire Eaton service has been with the General Audit, and before being appointed to his present position he spent ten years as provincial auditor for the Company in Alberta. He is also a charter member of the Society of Industrial Accountants of Manitoba.

Mr. and Mrs. Elliott have three children: Don, at the Manitoba University; Ted and daughter Lynn.

Welcome to the Quarter-Century Club

Leonard O. Vincent

Supervisor, Dress Goods

"Why do they call it the 'rag' business?" That is the question a mere man asks himself when he takes a stroll through that feminine domain—the Dress Goods—which is presided over by Mr. Leonard O. Vincent. Here one gets a bewildering eyeful of shimmering silks—resplendent as a rajah's robes; posh-looking wool weaves from Britain; or the cool beauty of cottons and rayons with their gorgeous summer colours! Why such a lot of potential charm for such a prosaic name? Search us. Anyway, the purpose of this piece is not an ad. for the Dress Goods, but to report the quarter-century anniversary of Mr. Vincent, which occurred Saturday, July 1. The event was celebrated in advance on Friday evening, June 30.

To fittingly celebrate this milestone, associates honoured Mr. Vincent with a dinner at Moore's on Thursday evening, June 29. Mr. P. E. Odell, head of department (Store), presided, and eighty staff members attended. It was also a pleasure to have present as guests of honour Mrs. Vincent and daughter Sandra, a dainty little miss four years young.

Messages From Coast To Coast

Mr. Odell read telegrams of congratulations from Company Buying Offices in Toronto, Montreal, Manchester and New York, and from Company's Stores across Canada. Also messages from various manufacturers and business associates.

Mr. P. H. Longstaffe, head of department (M.O.), made the presentation of a "Kodak Tourist" camera, case and flash bulb to the guest of honour on behalf of the staffs of W233, W333, W33. Mr. Longstaffe expressed the good wishes from all those who have worked with Mr. Vincent over the period of his first 25 years with the Company, as well as all who for the last seven years have worked under him with high respect as "our chief."

Mr. Vincent, in expressing his thanks, relayed some of his experiences as he worked his way up in the "Piece Goods" business. He also spoke of the pleasure he had found in working for The T. Eaton Company.

Miss Ina McGuire, senior member of 233 staff, presented Mrs. Vincent with a bouquet of 25 roses.



"Gay Nineties by Gay Fifties"

Following community singing, there was a short program, consisting of solo numbers by Miss Joyce La Monica; an act called "The Andrew Sisters," performed by three glamour gals (namely, Paul Maitland, Jim Barnes, Jim Hunter); and musical numbers from the "Gay Nineties" by six of the "Gay Fifties" (Elena MacCourt, Jean Sigurdson, Muriel Young, Joyce Will, Iris Bell, Helen Budzan). Mr. Bert Kilgour was accompanist. The evening closed with everyone singing "For He's a Jolly Good Fellow."

Lifetime in "Rag" Business

While one of our younger supervisors, Leonard Vincent has already spent a lifetime in the "rag" business.

Born in Birmingham, England, he came to Canada with his parents at the safety-pin age. Starting in the dress goods business as a boy, he worked with the Imperial Dry Goods Co. and the D. F. Rea Silk Store in Moose Jaw. In 1925 he went to the McMillan Co., Saskatoon, in charge of the silk department and was with that company when it became a part of the Eaton network. Mr. Vincent's next step up was when he came to Winnipeg in 1937 as assistant to Mr. W. J. McKeag. Finally, he took over the Dress Goods when Mr. McKeag was appointed supervisor of Men's Clothing. Fond of gardening and swimming, Mr. Vincent is the perfect host and greatly enjoys entertaining on the spacious lawn of his home beside the river.

1920 — Thirty Years With Eaton's — 1950

Hearty Congratulations To These Old-timers Who Have Completed Three Decades of Service

| | |
|-------------------------------------|---------|
| MR. HARRY KINLEY (Basement Store) | June 28 |
| MISS HELEN FISHER (L.A. Office) | July 6 |
| MR. ROBERT J. HOLMES (M.O. Linens) | July 12 |
| MR. WILLIAM H. CLARK (M.O. Packing) | July 21 |



ns President's Trophy!

mpete in Annual Field Days Classic

and cold. However, a bit o' rough weather never fazed an Eaton golfer yet and, win or lose, all reported a wonderful game.

Under the skilled direction of the golf executive, each foursome got away like clockwork. Consequently, the boys got back to work promptly after their games were over. In this way each showed his appreciation for the Company's kindness in granting time off to take part in this time-honoured Eaton classic.

Pictures show a few of the players in each class. In circle at left of layout is seen our peerless golf secretary, Jack Meyers. Congratulations on a fine job of work, Jack!



Seniors' Day Coming Up!

A **BIG** turnout is expected for **Seniors' Day on Monday, August 21, at Elmhurst!** What with the postponement of Grandfathers' Day and other golfing setbacks due to the flood (plus a lot of unfavourable weather), Seniors' Day promises to break all records.

Get Set, Golfers! Watch For Entries!





Welcome to the **EATON** *Quarter-Century* *Club*

*

Top Row—Left: Driver George Young. Right: Christine Matheson (Sales Audit).

Centre Row—Left: John Fergusson (M.O. Packing). Right: Cyril Brown (Farm Implements).

Lower Row—Left: Eleanor Young (M.O. Exchange). Centre: Oliver Westman (M.O. Staples). Right: Lillian Irlam (Fancy Goods) is greeted by Mr. P. Cranston.



Welcome to the Quarter-Century Club

CHRISTINE MATHESON

On July 6, Christine Matheson, Sales Audit, was welcomed into the Quarter-Century Club by Mr. Les Croft, head of department, who presented her with a gold wrist watch. Mr. Croft spoke of Christine's 25 years with the Company and said he believed she had created something of a record by remaining 24 years and 11 months in one department. He thanked her for her assistance in training the newcomers during her years of service and relayed the good wishes of Mr. Rod Anderton, supervisor, who was on holidays.

Christine was born in Toronto. She is interested in china painting and gardening, and has been an active member of the St. John Ambulance for 12 years.

JOHN C. FERGUSON

John Cameron Ferguson, Mail Order Packing, joined the Quarter-Century Club on June 29. Born in Glasgow, Scotland, he has worked with 122A Department for the entire 25 years, that is excepting the three-and-a-half years he took out to pound a few shells into the "other side" in the second World War.

John's tastes run mainly to music; in fact, his friends say he couldn't exist without it. He has been a member of the Men's Musical Club of Winnipeg for 18 years and a member of the Winnipeg Philharmonic Choir for eight years. His fine operatic tenor has been heard with keen enjoyment at many Eaton functions.

As an anniversary token, the gang placed a mantel radio on John's desk along with other presents, and wished him all the best.

CYRIL BROWN

Cyril Brown, of Mail Order Farm Implements, celebrated his quarter century on June 23. As a memento of this important milestone, he was presented with an R.C.A. Victor portable radio by Mr. G. Edginton on behalf of his associates. Mrs. Brown received a lovely bouquet of roses.

Cyril was born in Brighton, England, and is married to the former Mary Hookings of M.O. Money Returns. They have a daughter, Dorothy, who is in the final year of her nursing course at the Winnipeg General Hospital.

Cyril, whose main interest in the winter is hockey, is equipment manager for the Winnipeg Junior Hockey Club. He says he is kept so busy in the winter that he likes to relax in the summer and watch the ball games. "Eaton's is a very fine firm to work for," he declares, after 25 years of faithful service.

ELEANOR YOUNG

The Mail Order Exchange welcomed Eleanor Young into the Quarter-Century Club on July 6. Eleanor was born in Winnipeg and has spent all of her 25 years' service with the M.O. Exchange. Mr. G. W. Robinson, head of department, said that Miss Young had been a most dependable employee. She had been most regular in her attendance and was never late.

Many friends called during the day to congratulate Eleanor, and her desk was covered with the tokens of their esteem, including, of course, the lovely luggage set given to her by the department. Later, during the evening, the girls on the staff entertained Eleanor at a party.

OLIVER WESTMAN

On June 24 one of the most popular Mail Order bachelors, Winnipeg-born Olie Westman, joined the Quarter-Century Club. On his arrival at work, he was greeted by a large group of his associates in the M.O. Staples. On behalf of the department, Mr. W. Hogg, assistant, presented Olie with a gladstone bag, and spoke of the many friends the genial Olie had made during his years with the Company.

Olie has been a star for many years in Winnipeg bowling circles and was formerly active in hockey and baseball.

On the eve of his anniversary, fifty friends gathered at the Norwood Credit Union Hall to honour him. Dancing and singing combined to make the evening a big success. The guest of honour, who was decked out in a super millinery creation, received the sincere wishes of all, climaxed by a rousing "For He's a Jolly Good Fellow."



Old Timers Take Well-Earned Rest

After rolling up a total of 134 years with the Company, the following Eatonians were recently honoured on retirement:

(Reading Down in the Pictures)

HENRY MORAN (M.O. Packing) retired May 10 after 39 years with the Company. Due to Mr. Moran's illness, the presentation of a torchiere was postponed till June 30.

ARCHIBALD BRUCE (Stove Department) retired June 17 after 24 years' service. Mr. W. L. Cable, supervisor, presented Mr. Bruce with a well-lined wallet during a dinner held in his honour by the staff.

WILLIAM McNIE (Furniture Department) retired June 24 after 39 years as an Eatonian. Mr. W. G. Thomson, supervisor, presented Billy with a wallet and good wishes from the staff.

REUBEN VANCAMP (Meat Department) retired June 30 after 25 years with the Company. Mr. W. Hodgson, supervisor, presented him with a handsome end table as a parting memento from the staff.

HELGI PETERSEN (Customers' Decorating) retired June 30 after six years with the Company. The 1074 group plan to have a party later for their retiring members.



CALLING FIVE-PIN BOWLERS!

All Entries for Eaton's Mixed Five-Pin Bowling League must be in the hands of Ernie Wall, Department 161 (Mail Order Cashiers), by **Tuesday, August 15.**

Entry forms are now available at Time Offices.

Your prompt co-operation, bowlers, please. Thank you!

A comedian encountered a fellow vaudeville artist, who had a very good opinion of himself, standing at a rural station where his company was waiting for a train. The first comedian asked the second why he was standing alone at one end of the platform while his entire company stood at the other end.

"I never speak to my company," said the second actor haughtily.

"I saw your show," said the first, "and I wouldn't speak to them either."



Welcome to the EATON Quarter-Century Club

THOMAS A. SABIN

Twenty-Five Years With Eaton's,
Brandon



Mr. Sabin (left) receives the congratulations of
Mr. W. McAllister, Store manager.

On Saturday morning, July 15, Brandon's Store manager, Mr. W. McAllister, presented Mr. Tom Sabin with his quarter-century watch. The staff also gathered on the main floor to congratulate Tom on the occasion of his 25th anniversary as an Eatonian.

Mr. Rod Rogers, head of the meat department, extended congratulations and presented him with an electric coffee percolator as a token of good wishes from the whole staff. Messages of congratulations were also received from numerous fellow Eatonians who had worked with Mr. Sabin over the years and have been transferred to other western stores.

Tom is the only member of the original staff left in the Brandon Store. On the day Eaton's opened in June, 1925, he was employed as the Groceteria stockman. Fifteen years later he was asked to take charge of the night Caretaking staff, which position he now holds.

He received further honours in the evening when 70 other members of the staff gathered at the Flying Club and held a surprise party for Tom. On this occasion he was presented with a gladstone bag. So, all in all, Tom's quarter-century anniversary was one of those events he will never forget.

Tom was born in Portage la Prairie and has spent all his life in this part of the province. Congratulations and best wishes, old-timer! Have a good holiday—you deserve it!

LILLIAN A. IRLAM

(Picture on Page Eighteen)

Lillian Arnne Irlam entered the Quarter-Century Club on June 23. She was born in Winnipeg and has worked with the Fancy Goods Department for her entire service. A departmental signature, she is section head of the wools.

Miss Irlam's main outside interests are sports. She is a member of the Assiniboine Golf Club and the Eaton Women's Golf Club.

A dinner in her honour was held in Moore's on Friday, June 23, with Mr. P. H. Cranston, head of department, presiding. Mr. S. H. Williams, supervisor, presented Lillian with a travelling bag, and thanked her for the splendid support she had given the department over the years.

The girls entertained Lillian at the home of Elizabeth Mills and presented her with a handbag.

IVY ALEXANDER

The Mail Order Adjusting presented Ivy Alexander with a pair of boudoir lamps to celebrate her quarter-century anniversary, which took place June 20. Before joining her present department Miss Alexander was with the Contract Accounts for some years.

A highly conscientious Eatonian, Ivy is a member of the Broadway Baptist Church and does a little golfing. She plans to take a trip to Halifax and the east coast on her quarter-century holiday.

GEORGE YOUNG

(Picture on Page Eighteen)

One of our courteous, dependable Eaton drivers, George Young, joined the Quarter-Century Club on July 21. To mark the occasion, George was presented with a travelling bag by Mr. Clayton Tucker, supervisor, on behalf of the delivery staff.

Driver Young is assigned to a special downtown route of hotels, etc. His spanking team, "Soong Chiang" and "Gold Leaf," have taken many a ribbon at provincial fairs and win admiring glances wherever they go. At present George is motoring through the States on quarter-century vacation. Happy holidaying!



Wedding Belles

The array of June brides (and a couple of July ones among them) shows that June has lost none of its traditional charm as the month of marriage and that the supply of June brides is as charming as ever.

1—SHIRLEY BALDNER (Expense Office) married John McInnis on June 28 at St. Andrew's (River Heights) United Church. The department presented her with end tables and a fan, and the girls had a crystal shower at the home of her bridesmaid, Phyllis Rae.

2—MERCEDES HUUK (D.A. Office) married George Curle at Young United Church on June 10. The department gave Mercedes Revere ware and the girls held a miscellaneous shower in her honour.

3—ALICE McLEOD (Lunch Room Services) married Lloyd Graham at St. Philip's Church, Norwood, on June 24. The department gave her linen and blankets and the girls had a household shower for her.

4—DORIS SUSHILNITSKY (General Office) married Evans Buchkowsky at the Ukrainian Greek Orthodox Church in Canora, Saskatchewan, on June 24. The department presented Doris with a bedspread and the girls on the staff gave her a Mixmaster.

5—MURIEL STEWART (M.O. Packing) married Fred Stoppel on June 30 at Old St. Andrew's. The department presented Muriel with a clothes hamper and the girls gave her a linen shower.

6—MARION DESBRISAY (Wages Office) became the bride of Gilbert Smith in St. Jude's Anglican Church, Saskatoon, on June 24. The office staff gave her a table lamp and ornament.

7—MADELEINE BOILY (M.O. Radios) married Edouard Lord, of La Broquerie, in St. Boniface Basilica, June 3. They will reside in Edmonton. The department gave Madeleine a toaster.

8—CATHERINE HERALD (M.O. Millinery) married Bob Stalker on June 23 in Vancouver. The department presented her with a pair of bedroom lamps and blankets.

9—BARBARA METCALFE (Wages Office) married Bert Moon in Chalmers United Church on June 24. The office staff presented her with bedroom lamps and the girls gave her a combined linen and kitchen gadgets shower.

(Continued on Page Twenty-Three)



Are You Interested In Your Career?

The Important Thing Is Not To Be Discouraged Because Success Does Not Come As Quickly As You Hoped It Would

Paul Talbot Who Writes a Series of Inspiring Articles in the United Business Service Feature "Backyard," Says:

As a new crop of college graduates take their diplomas and step out into the world of affairs, I am reminded of some worth-while words of advice given to young men by William Randolph Hearst.

Said Mr. Hearst: "There is a French proverb which says, when translated, 'If age only had the energy, and youth only had the experience'."

It is possible to have a combination of energy and experience. Some few older men retain their energy and have been able to add valuable experience to it. The young man should therefore strive to retain his energy and ambition while he is acquiring experience.

The important thing for the young man is not to be discouraged because success does not come as quickly as he had hoped it would. And another equally important thing is for him not to be diverted from his objective by the trivial attractions of life which surround him.

It is not suggested that young men deprive themselves of all the pleasures of youth and the joy of living, but that young man is fortunate who finds a large part of his enjoyment in the work he is called upon to perform, and who takes much of his satisfaction in successful achievement.

A young man whose heart is in his work and whose mind is on his work does take joy in his work and no man who is not concentrated on his work ever succeeds in any notable way.

The great ideas which make for exceptional success do not often come during office hours, when minds are occupied by the routine of business. They come on one when away from the office. They may come in the quiet of the home during the evening—they may come when one lies awake at night—but they only come as a result of continual and concentrated thought.

Perhaps some men are born with the faculty for concentration, but all men can cultivate that faculty, and a primary requirement toward concentration on one's work is interest in the work. I would say to a young man:

If you cannot be interested in your present occupation, get another. Without interest there will be no sustained effort, and without sustained effort there will be no genuine success.

Yes, Mr. Hearst, a lot of young men should take those straightforward words of advice very much to heart.



CORRECTION

When reporting the retirement of Mr. J. T. Gandy (Photo Workroom) in July issue, Contacts stated that Mr. Gandy had 26 years' service with the Company. In doing so we "short changed" Jack by over eight years, his service really being over 34 years. Sorry, old-timer, come up and see us sometime—it's our turn to buy the coffee.

WEDDING BELLES

(Continued from Page Twenty-Two)

10—ELSIE VERMEULEN (Millinery) married Albert Jacob on June 23 in Fort Garry Catholic Church. The department gave Elsie a lamp and the girls held a miscellaneous shower in her honour.

11—HEDY DUECK (M.O. Drugs) married Henry Peters at the Mennonite Brethren Church in Niverville on July 1. The department gave Hedy blankets and pillow slips, and the girls had a miscellaneous shower in her honour.

12—PAT GILLESPIE (M.O. Exchanges) married Jules Gagnon at St. Mary's Church on July 3. The department presented Pat with a chenille bedspread.

13—BARBARA SCHANK (Cash Office) married Howard King, June 24, in the Immanuel Lutheran Church. Barbara was presented with a pair of blankets and a tea set.

14—ELSIE KIEWER (M.O. Exchanges) married Clifford Fast on July 8 at the Mennonite Brethren Church in Steinbach. She was presented with a bedthrow.

15—OLGA SHELINSKY (Gloves and Hosiery) married Andy Stelmec at St. Nicholas Church on June 24. The department gave Olga a silver cream and sugar bowl.

16—BARBARA DUNCAN (General Office) married Kenneth Robson at St. Andrew's (River Heights) United Church on June 24. The department and staff presented Barbara with a coffee table.

A passenger aboard a steamboat asked the captain why they had stopped in midstream.

"The fog is so thick that we can't see to proceed up river," replied the captain.

"But, captain," the passenger persisted, looking skyward, "I can see the stars."

"Yes, madam," he replied patiently, "but unless the boilers bust, that ain't the way we're goin'."

What's Going On Around Here?

BASEMENT STORE

By M. McCance

Peggy Espinosa was married March 17, and while our wishes are somewhat belated, they are nonetheless most sincere. Mr. L. J. Lewis, head of department, presented Peggy (now Mrs. Wallace) with a clothes hamper and towels on behalf of the staff.

On June 3, four members of our staff left us. Joan Cartwright (Jewellery Counter) became Mrs. Hagman, June 10, at King Memorial Church. She received a pair of wool blankets and a pair of pillow cases. Best of luck, Joan! Dorothy Seward (Neckwear Counter) received a pair of sheets and a woollen bedthrow when she left to become Mrs. Hembrow, June 9. Irene Whitcher (Office staff) left to be married to Mr. Jones. Irene was presented with an automatic iron. Ethel McLeod (Hardware) returned to school in the east, and Mr. L. J. Lewis presented her with a necklace on behalf of the staff.

June 30 we said good-bye to Vivienne Foster (Men's Wear), who will live temporarily in British Columbia before her marriage in September. Vivienne received Revere ware.

Lorraine Baker (Drug Counter) and Joyce Stewart (Toy Counter) are both sporting beautiful new diamonds. Best wishes, girls.

* * *

MAIN FLOOR

Our sincere sympathy to Mrs. Annie Hodge (Literary Guild) on the loss of her father. Also to Miss Ethel Smith (Circulating Library) on the loss of her mother.

Joyce Hedburg (Literary Guild) left us in June to become the bride of J. Lundman. The bride-to-be received a rose blanket and a mirror from the department along with our best wishes for a happy marriage.

We also lost Dorothy McCall of our office staff, who is being married in the east this month. The department presented the bride-to-be with silver, and with it our best wishes for her future happiness.

Marjorie Scott (Novelties) is sparkling like her new diamond these days. Good luck, Marjorie.

Carol Koslok (Stationery) and Marion Hutchinson (Books) have been on the sick list for some time. We hope they will be well soon and back in the department.

Myrta Stewart left our department, and Miss Marjorie Preston made a presentation of a gift from a group of fellow workers.

* * *

SECOND FLOOR

The staff of the Circulating Library extend their sincere sympathy to Miss Ethel Smith on the death of her mother, July 12.

Fancy Goods—Lillian Irlam entertained the girls of the Wool Section at her home the evening of July 14, prior to leaving for her quarter-century vacation.

The Anniversary Waltz

Helping to entertain her daddy, Mr. L. O. Vincent, during his quarter-century party at Moore's, is daughter Sandra, who is four summers young.



The department wish to announce that they had three birthdays in one week among members of their staff. Can anyone top that?

Mabel Carter (Staples) returned from a two-week vacation on Monday, July 10, proudly displaying a beautiful diamond ring. The lucky man is Norman Berezay, Mather, Man. The whole department joins in congratulations, Mabel.

Shoe Department

Mr. and Mrs. Jeff Still are the proud parents of a son, Gregory Bruce (Scots wa hae!), born on June 23. Congratulations!

The Shoe Department had a very successful party on June 16. It started with a baseball game at Assiniboine Park and then the staff returned to the home of Mr. and Mrs. Jack Gargett, where cokes and doughnuts were served. Games and dancing finished up the evening. Thank you, Mr. and Mrs. Gargett!

* * *

THIRD FLOOR

Stove Department

Two new diamonds have been sparkling in the Stove Department recently. Kay McAlpine received hers from W. J. Millen, and Audrey Cullen received one from Arnold Peabody (Men's Wear). Good luck to all!

Mr. and Mrs. Lorne Char are the proud parents of a baby girl, born on June 23.

The department wishes to extend its sympathy to Mr. Martin in the recent loss of his sister.

D.A. Office Chatter—By E. Landsley

A miscellaneous shower was held, May 23, in honour of Miss Mercedes Huuk. The girls really surprised Mert by turning up at her own home with the gifts. It took a lot of careful planning to get the bride-to-be in and out of the house at the right times.

You should have heard all the "Oh's" and "Ah's" and other complimentary remarks that were flying around the office on June 1 when Joan Graham arrived with a very lovely diamond on that all-important finger and an extra pretty smile on her face. The lucky fellow is Gerry Chilton. Best of luck to you both.

A lovely wedding took place at Young United Church on June 10 when Mercedes Huuk and George Curle exchanged marriage vows. Mert made a very beautiful bride. The reception was held at the St. Vital Hotel. Before leaving the office Mert

was presented with Revere ware as a wedding gift from the staff. We are going to miss Mert's charming smile around the office, and we hope she comes back to see us soon and often.



On Thursday, June 8, a number of the girls in the office gathered at the home of Mrs. Verne Peters in honour of Miss Ann May, bride-elect of June 17. Ann was presented with linens and lingerie.

Rice and confetti for Ann May, who left the office to become Mrs. John Robinson. The wedding took place in Toronto on June 17. On the eve of Ann's departure from the office, Mr. R. Clark presented Ann with a steam iron on behalf of the office staff. Ann has been an Eatonian for about five years and her genial personality and pleasant manner has gained her many friends throughout the Store. After a short honeymoon in Niagara Falls, the Robinsons will reside in Toronto.

Dolores Ploshay left to become the bride of Ronald Davey. The wedding took place at Holy Trinity Church at 6:30 in the evening of June 30. Mr. R. M. Clark, assistant, made a presentation to Dolores on behalf of her many friends in the office. Best wishes and lots of luck, Dolores and Ron.

Our best wishes also go to Gladys Pawlinsky, who is wearing a lovely diamond on that all-important finger. The all-important man is Wilf Campbell.

Page Darby and Joan

The Grocery Department extends their congratulations to a grand old couple, the parents of Miss Beth Palmer. Mr. and Mrs. Palmer celebrated their 60th or diamond wedding anniversary on June 25 in Moosomin, Saskatchewan—and of course Beth went home for this five-star event.

Meats—We hope to see Marlene Magnusson back soon. She is recovering from an appendectomy.

We are sorry to lose Eva Morris, who has deserted us for the Picture Framing.

Sporting Goods—Mr. and Mrs. James Highlands have a new son, Randy Dale, who arrived in June. Congratulations.

Vacuums and Washers—Mr. and Mrs. George Resch have a new baby boy who, owing to the flood, was born in Regina on June 14. More cigars making the rounds?

Florence Turnlund (China Department Office) recently became engaged to Edmund Overgaard—and what a lovely diamond! Best wishes to you both!

Seeds

Mr. "Happy" A. Rourke, in charge of Third Floor Seeds, was pleasantly surprised recently when he received the gift of a picture from the girls in his section. Mr. Rourke was badly hit by the flood, and "because he's such a grand person to work with," said the girls, "we wanted to show our appreciation as well as our sympathy, so we took this 'picturesque' way of doing it."

FOURTH FLOOR

Millinery Department

In honour of Elsie Vermeulen, who left the department on June 17 to become the bride of Albert Jacob, a miscellaneous shower was held at the home of Mrs. C. Walker, 6 Lyncrest Apartments. Elsie received a very pretty lamp from her many friends and associates in the department. The wedding took place June 22 in the Fort Garry Catholic Church. They will reside in Neepawa.

Coats and Suits—Our Australian war-bride, Sadie Singer, is enjoying a second honeymoon at Niagara Falls.

Miss B. Ross has become the proud owner of a baby Austin, complete with skylight to allow for sunburn.

Misses' Dresses—Mrs. Peggy Bell has left the department to take up housekeeping. The staff presented Peggy with a set of Swedish crystal ash trays. Hope you like your new life, Peggy.

Opticals—Sheila Armitage has just returned from a vacation in Vancouver and California.

Beauty Shops—Mrs. Elma Tyndall was married on July 15 to Charlie Conway. The girls had a hanky shower for her and the department gave her Revere ware. We wish the two of them clear sailing in the new life, but not in the flooded area!

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FIFTH FLOOR

Lillian Lambourne (Grill Room staff) was married at home, 211 Coniston Street, Norwood, to Bill Mills on July 1.

Emily Softly, who recently retired from the Grill Room staff, left Winnipeg on June 20. Emily sailed June 23 on the Empress of Canada for England where she will stay with her brother.

Minnie Reimer (Lunchroom Services, Bakeshop) was married June 26 to James Carter. Mr. J. D. Laing, supervisor, presented Minnie with linens from the staff. Good wishes and all happiness, Minnie.

Freda Schimunck was married July 15 to Stanley Bilinski. Mr. George Fox, assistant, presented her with flatware. Smooth sailing, Freda!

Miss Sadie Stojack (Boys' Clothing and Furnishings) is progressing favourably after an appendectomy. Hope to see you back soon, Sadie.

Flood Friends

The gang from the Boys' Clothing Department made a party of it and went out to Mr. Alf Croan's place to help him clean out the marsh grass that had sprung up following the flood. We note the Eatonians are meeting the rehabilitation problems with the same spirit in which they met the flood—neighbourliness! More power to such friends.

Shoe Department—We are sorry to report that Pat Wallace has had to go into the hospital for an operation. Hope you will be back with us soon, Pat.

* * *

For Long Service

Your teeth have to last you a long time. They therefore need a certain amount of care to keep them in good condition. The most simple rules for dental health are not too much sweets and a thorough brushing after each meal. —"Health"



Carpets Calling

Department 272 (Lino and Carpets) men held their annual "golf do" at Sandy Hook Golf Course on June 24. It was an ideal day for golf and everyone had a grand time, including our special guests, Sammy Fabro, Doug McPherson and Larry Beasley, of W. G. McMahon's; also that jovial character, Gordon Caldwell, of Barry and Staines. Mark Westmacott took home the prize-winning trophy. Billy Reid had the low gross with a nice 86, and Stevie captured the booby prize (miniature golf clubs) which he was sure his young son would enjoy. Sammy got the special prize for "most strokes" without a hit, amid a lot of good-natured

ribbing from the gang. We missed Jimmy Ward, last year's winner, who was recently transferred to Calgary Store, and Jim Davies who was honeymooning, but pleased that Ken Kelpin was able to spend his final day with the boys.

Thanks to Billy Robinson (Waterpot One-Shot) for organizing the affair, and Mr. and Mrs. W. E. Parker, who had the boys back after the game for refreshments at their summer cottage at Sandy Hook.

The department bade farewell in June to our popular young sports enthusiast, Ken Kelpin, who has left the Company to take up new duties. On behalf of the department, Mr. Howard Jephson, supervisor, presented Ken with golf accessories, which we know will be put to good use this summer. Mr. Jephson thanked Ken for his co-operation at all times in the department. We all join in saying: We will miss you, Ken, but good luck and every success in your new venture.

Sorry to report Joe Green is on the sick list. Hurry and get well, Joe. We miss your friendly banter around the department.

SIXTH FLOOR

In honour of Mr. A. J. Ward, who was transferred to Calgary, a dinner was held at the St. Regis Hotel on June 16 by 272 Department and 272 Workroom. Mr. W. Patterson presented Mr. Ward with a gladstone travelling bag. Mrs. Ward received a corsage.

We were glad to say hello to Mr. Ward when he made a flying visit back to Winnipeg to move his family out to Calgary. You were lucky to get a house so soon—you must walk under a lucky star!

We enjoyed a letter received from the former Gladys Rombough, now Mrs. A. Meade, who is in East Cleveland. Glad to hear she is settling down to housekeeping.

We welcome Miss Eileen Day to 272 Department. Eileen was formerly with the Drapery Office. Hope you will enjoy working with us, Eileen. Also welcome Mrs. Bedwell and Joan Sinclair, who are to be with us for the summer.

General Office

Betty Melville has left to take up housekeeping. The department presented her with a gift of hospitality, and hopes she enjoys her new duties.

Genevieve Adams has returned from her quarter-century holiday and is heartily welcomed back by the department.

Our congratulations to Mrs. Mona Howitt (nee Grenon) on the birth of a son, Kenneth Edward.

On July 10, Joan Tassie came in with a big smile. Reason: a lovely diamond from that very important man in her life, Keith Neil. Congratulations to you both!

Expense Office

We are sorry to lose Wilona Peach, who left to reside in Vancouver. Before leaving she received a gift of jewellery from the office, presented by Mr. Bruce Sutherland, supervisor, Sales Office.

The Expense Office had a party at the home of Mr. R. D. Parker, head of department, in honour of Mr. Henry Einarson, who was recently appointed supervisor of Cashiers and kindred departments.

Mr. Einarson was presented with a pair of roller skates so that he would be able to make the rounds of his new department, and also with a zippered travelling case. Perhaps he has to take his toothbrush, too!

* * *

SEVENTH FLOOR

Electrical Department

Mr. Douglas Scott, who celebrated his 30th anniversary with the Company on June 24, was presented with a Parker 51 pen and pencil set by Mr. E. J. Adey, head of department, who also expressed the good wishes of the Electrical staff.

* * *

EIGHTH FLOOR

Display—Our department boasts two new Eatonians-to-be. Jack Crow reports the arrival of a son, Ronald Lamont, a playmate for Beverley, 6. Mommy was Dorothy Elbourne, of Children's Shoes. Dave Ainge has a new daughter, born July 7, to be given the pretty name of Pamela. Mommy was Grace Smith (Jewellery). Both Jack and Dave now have "1/6th of a dozen, assorted" and are very happy about the whole thing.

Happy Holiday, Mr. Wolfe!

Mr. A. Merton Wolfe, of Edmonton Store's Service Bureau, dropped in to visit Contacts last month. A former member of Winnipeg staff, Mr. Wolfe was on his quarter-century vacation and greatly enjoyed meeting old friends. He later left for Vancouver. We hope all your holiday trails are happy ones, Merton!

"The California weather man says they don't have rain in California, only dew. This morning he stepped off his front porch, and now they're dragging the dew for his body."

—Phil Silvers on the Vaughn Monroe Show, CBS

EIGHTH FLOOR

Telephones

Frances Ness, a member of the Telephone staff for the last four years, was married to Leo Dusa-blon, July 22, in Holy Rosary Church. Frances received Revere ware from the department, along with all good wishes for her future happiness.

Ruby McLean (Telephones) was married on June 10 at Baldur United Church to Lloyd Kenyon. Before Ruby left, the girls gave her a shower. Good luck, Ruby and Lloyd.

The Telephone Department is glad to welcome back Mrs. Daisy Ratcliffe, who has returned after a two-months' illness.

Miss Edie Cosgrove, now of the Calgary Store switchboard, was here on a visit, her first since she left the Winnipeg board two years ago. Everyone was very glad to see her.

Alterations

Mrs. Adeline J. Bean and Mrs. J. Gunn have left us for three-months' visit to the old country with their relatives. We wish you a good voyage and a grand time.

Congratulations are in order for Mrs. L. Foster, who is wearing a lovely diamond on that all-important finger, and the all-important man is Charles S. Attwood.

The reason for Elsie Seliger's starry eyes and happy smile these days is a lovely diamond presented to her by Paul Barchet on June 5. Our best wishes to both of you!

City Advertising

A farewell presentation of record albums was made to Gordon Collins by Mr. Moray Sinclair, supervisor, City Advertising, acting for the staff.



What's Going On Here?

The picture shows Nurse Margaret Lawrence paying a professional call to the Radio Department, which adjoins the Store Hospital. Her patient is Jack (Radios) Curle, who has just received the news that twin sons have arrived to bless his household. Nurse Lawrence takes Jack's pulse and reports him standing up well under the shock. That was on May 22; meanwhile the twins, Warren William and Gregory Wayne Curle, are coming right along. "Yes, sir, they're stout fellas!" brags Pa Curle.

The girls on the Telephone Order Board had a shower to help out two of their members who had been hit by the flood. Twenty-six girls gathered, June 26, at the home of M. Hill, 507 Bannerman Avenue, and presented Mrs. Marian Brown with two pairs of pillows and a box of groceries. Frances Polson was given a kitchen shower and a box of groceries.



Left to Right

Marian Brown and Frances Polson.

Thanks go to Anne Aitken and Lorette Flocton for arranging the shower that gave such whole-hearted assistance to these flood victims, one of whom lost everything movable as well as a great deal of food.

ELEVATOR UPS AND DOWNS

By Agnes Reese

Joyce Schenk and Norma Mares have joined our happy throng. We hope your stay with us will be a happy one.

Congratulations to Fred Deacon, who recently celebrated his 30th anniversary with the Company.

Dorothy Ethier left us Saturday, July 15, to return to her home in Sioux Lookout, where she will be married in August. Mr. J. Cheale presented Dorothy with a gift of ornaments on behalf of the staff. Best wishes, Dorothy and Carl.

Stove Men Hold Party For Archie Bruce

The entire city and warehouse-staffs of the Stove Department entertained Mr. and Mrs. Archibald Bruce at a party at Andrews' Restaurant on June 16 in honour of Mr. Bruce's retirement after 24 years' service with the Company.

Mr. W. L. Cable, supervisor, presented Mrs. Bruce with a corsage and Mr. Bruce with a well-lined wallet, which will come in handy when they leave to pay a visit to their daughter at the coast.

Mr. H. B. McLarty, head of department, made a brief address in which he mentioned Mr. Bruce's great interest in the department at all times, and the many valuable suggestions that had been received from him.

The Rush Job

I am a Rush Job.

I belong to no age, for men have always hurried.

I prod all human endeavour.

Men believe me necessary—but falsely.

I rush today because I was not planned yesterday.

I demand excessive energy and concentration.

I over-ride obstacles, but at great expense.

I illustrate the old saying, "Haste makes waste."

My path is strewn with the evils of overtime, mistakes and disappointments.

Accuracy and quality give way to speed.

Ruthlessly I rush on.

I am a Rush Job.

—Papyrus.

In The Mail Bag

SECOND FLOOR

M.O. Packing—

By C. Ridgedale and G. Burton

We really have been having a field day. It's getting so you need sun-glasses to protect you from the glare of the flashing diamonds. The proud new owners are: Olive Magos, Sherrie Davidson, Marg Waite, Mary Gilleta and Nettie Yarmavitch.

Congratulations to Mr. and Mrs. Jack Ruttie on the birth of a baby girl, July 9.

Kay Ferguson paid us a visit after a lengthy illness. We are hoping to see you back soon, Kay.

Congratulations to Mr. Ed Rogers, supervisor, on reaching his 35th anniversary with the Company, July 5; also to John Fergusson on reaching his 25th, June 29.

Muriel Stewart left June 24 to be married, June 30, at Old St. Andrew's Church. She received gifts of a hamper and blankets from the department and friends.

Tom Scott (Freight Routing) and Evelyn Walker (M.O. Returns) were married, June 3, in the manse of Riverview United Church. Congratulations to you both.

Aldis Benjaminson left, July 15, to be married, July 22, to Joe Thorlakson at Arborg, Manitoba. Before leaving, Aldis received a breakfast set and Revere ware from the department and friends.

We would like to know who the young lady is that recently went for a hay ride and returned with poison ivy.

* * *

THIRD FLOOR

M.O. Budget Plan—By L. Vipond

Rose Graham was married, June 7, at Young United Church. Before she left, Mr. F. J. Ottley, assistant, presented Rose with a silver cream and sugar set from the department.

Helen Penner and Eleanor Snell are two very happy girls. One fine June day they came in with beautiful diamonds on that all-important third finger, left hand. Good luck to you both.

Marjorie Lehmann married Melvin Major, of Toronto, on July 8 at Carman United Church. The staff gave Marjorie a pastel green bedthrow. Mr. and Mrs. Major will reside in Winnipeg.

M.O. Carpets—By L. Beasse

Our sincere sympathy is extended to Gordon Simpkins in the loss of his father on June 10.

* * *

FOURTH FLOOR

M.O. Hardware

Our sincere sympathy goes out to Mrs. John Strych (nee Elizabeth Nejedley) on the death of her husband.

M.O. Children's Shoes—By D. Higham

We are glad to report that Dolly Webb is doing nicely after her recent appendix operation. The gang misses you, Dolly.

M.O. Staples—By F. Rogers and J. Burns

Mrs. Evelyn Harrison left the department on July 7 to reside in Vancouver. Mr. J. Burns, on

Twenty-Eight

behalf of the department, presented Evelyn with a Ronson lighter. She also received a travelling clock from the girls, presented by Betty Sim. Evelyn has worked in the M.O. Linens for five years. Her many friends wish her happiness and success in the west.

* * *

FIFTH FLOOR

M.O. Sporting Goods and Toys—

By D. Hardiman and J. McNiven

Sporting Goods are sorry to report that Ronnie Ford is still on the sick list. We hope to see you back soon, Ron.

Sporting Goods and Toys held a golf field day at Bourkevale Golf Club and later had refreshments at the home of Jim Carson. Everyone took home a prize. First and second for the men were Andy Hadden and Jack Stock. First and second for the women were Dorothea Hardiman and Mrs. Turner. It was a lot of fun. Who were the two sissies who turned up after the golf was over?

M.O. Draperies—By Miss Dougal and R. Prynne

The girls of M.O. Draperies and Curtains had a shower, July 11, for Lillian Dinney, at which she received a case of flatware. Lillian was married on July 29 to Bert Fright (M.O. Staples). Their many friends extend their best wishes to the happy pair.

* * *

SIXTH FLOOR

M.O. Men's Clothing—

By F. Paget and W. Johnston

We are glad to hear that Mrs. J. McCay, Mrs. W. Burton and R. Rankin's daughter, Maureen, are home from the hospital and are well on the road to recovery.

Coming events in 29—J. McCay will celebrate his 40th anniversary with the Company on August 29. Congratulations, Jack, from the gang.

M.O. Piece Goods

In honour of Jennie Wilson, who is leaving shortly to be married to Henry Marsland-Kelsey, of Australia, Frankie Hinde entertained 35 girls at her suite in the Johan Apartments on July 10. The guest of honour said her gifts of Revere ware and yellow kitchen accessories would be the envy of the girls when she starts housekeeping "down under."

* * *

SEVENTH FLOOR

M.O. Juveniles and Sportswear—

By M. Pariseau and J. Johnston

July 8 was a big day for Ollie Brodoway, when she left to be married to Edward H. Nedwin. Ollie received a lovely coffee table from the department, as well as many other gifts from her friends. Our best wishes to you both, and may this be the beginning of years of happiness.

Sadie Gibb left on Saturday, June 18, to reside in Vancouver. On behalf of the staff, Mr. R. Stronach, head of department, presented Sadie with an opalescent necklace and an engraved compact. She also received many other lovely gifts from her host of friends. We are going to miss you, Sadie, but we wish you the best of luck.

M.O. Millinery and Neckwear—By M. Fraser

In honour of Mr. L. A. Tempest's recent appointment to the position of supervisor in Store and M.O. Millinery Departments, a presentation was made by Mr. L. Christie, on behalf of the staff of M.O. Millinery and Neckwear, of a leather travelling kit and a razor. Our best wishes go with Mr. Tempest.

The staffs of these departments also take this opportunity to extend congratulations and best wishes to Mr. L. Christie, Mr. P. Thompson and Mr. R. Walker on their recent appointments.

Another bright and shining light has been added to M.O. Millinery Department in the form of a lovely diamond on the third finger, left hand, of Jean Buck. The lucky man is Joe Tracy, formerly of Dauphin, Man., now in Winnipeg. Best wishes, Jean and Joe.

M.O. Lingerie—By L. A. Hantscharuk

Our congratulations and best wishes to Elsie DeBackere, whose marriage to Gerald DeBaets took place Saturday, July 15. Elsie's business associates entertained her at dinner, June 28, at the Homestead. The bride-to-be was presented with table linen.

Congratulations to "Mac" for keeping his head down and his eye on the ball.

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EIGHTH FLOOR*M.O. Advertising—By C. Greenwood*

Two lovely diamonds are flashing in the Mail Order Advertising. The lucky girls are Jean Paterson, engaged to Hugh Keay, and Clara Frey to Don Loran (Sixth Floor Bar). Congratulations.

Mr. and Mrs. "Bud" Smith have arrived from Ottawa to spend a short while with Bud's father, Mr. W. N. Smith (M.O. Advertising). Bud is with the R.C.N. and is being posted to England.

M.O. Exchanges—By M. Davies

On June 24, our demure Pat Gillespie and friendly Elsie Kliewer left to join the ranks of the newlyweds, midst showers of good wishes and many personal gifts, including a lovely chenille bedspread and bedthrow, presented by Mr. H. C. Brown, assistant, on behalf of the office staff. (See brides' page for pictures.)

Congratulations to Eleanor Young, who completed 25 years' service with the Company on July 6. Busy, happy years, says Eleanor, who is a very conscientious worker with a cheery disposition. Eleanor has a friendly smile for everyone, which accounts for her popularity with the members of our staff. Mr. G. W. Robinson, head of department, presented Eleanor with a twin travelling set and watch bracelet, gifts of the department staff. She also received numerous personal gifts from the girls. In the evening, Georgie Couture entertained at her home in Eleanor's honour. A trip is planned to Ottawa and points east, and we hope it will be an enjoyable one.

We welcome back Mona Texmo, who was injured in a car accident six months ago.

*M.O. Cash Office—**By M. Jenkins and W. Hamilton*

Our deepest sympathy is extended to Beryl Trinder on the loss of her baby niece.

Pearl Skagfeld was in to see us. We were all pleased to see her looking so well.

M.O. Complaints were proud of the opportunity to help Ivy Alexander celebrate her 25th anniversary with Eaton's, June 20. Ivy has been with 118 only since last fall, but we have all had a chance to enjoy her warm personality and rollicking laughter. Most of her service has been spent in the Contract Department. Ivy received twin boudoir lamps and her desk was gaily spread with many personal gifts. We all wish her much enjoyment on her vacation which she plans to spend in Halifax and the United States.

Our congratulations go to Jack (Ben Hogan) Day for winning "B" Class in the Men's Field Day. Nice shooting, Jack.

June 27, 118 and 118A had a field day of their own at Tuxedo Golf Course. The name, field day, has been changed to bush day by various members of the department, especially "Slugger" Jackson. Every time he teed off he was in the bush, either to the right or left. Herb Graham was keeping a close watch on him, though, just to make sure he kept out of trouble. These two-ball foursomes can be dangerous sometimes.

We were all very sorry to hear that Charlie Aldous' father-in-law passed away in Regina, June 26. Our condolences to Charlie and his good wife.

*M.O. Salesroom, Files and Correspondence—**By R. Soutter and D. Balsdon*

A wiener roast was held at Lockport on June 22. Everyone had a good time.



M.O. Prices had a picnic, July 9, at Grand Beach. Apparently the fog didn't lift enough, as one of the party turned up at Winnipeg Beach instead. It was a lovely sunny day, so lots of freckles and sunburn appeared on Monday morning.

Best wishes to the girls in the department who received new diamonds: Grace Town, Lorraine Rowland, Rita Thomson, Alice Hill, Dora Vielfaure and Marg Geddes.

We are pleased to report that Nettie Jones is well on the road to recovery. We hope it won't be long, Nettie, before you are back with us again.

Our deepest sympathy goes out to Frances Gilmore, who lost her brother recently.

M.O. Copying—By D. Hunt

Our best wishes go to Joyce Barnard who left us, July 15, to be married to Frank Caldwell, of Saskatoon, on July 26 at St. James Anglican Church. Joyce received blankets from the department and many gifts from friends. The best of luck, Joyce and Frank.

We are sorry to report that Myrtle Scott has been a hospital patient. Hope you will be feeling well soon, Myrtle.

Louise Haywood is sporting a beautiful diamond and is busy making wedding plans for August.

We were very pleased to hear from Rose Morris who is holidaying in England. Don't forget to come back, Rose.

CONTACTS

M.O. Correspondence—By June de Gagne

Joyce Weston was guest of honour at a supper held on July 4 by her friends in 117. The bride-to-be received lamps, a vase and handy wee rolling pin. She left July 22 and will be married the following week.

Hi, Grand Pop!

With the arrival of Douglas Edward Norquay on May 22, Mr. W. E. Gray, supervisor, M.O. Advertising, is a granddaddy for the second time. Doug (7 pounds 6 ounces) will be a playmate for his big brother, John David, 20 months young.

* * *

NINTH FLOOR

Box and Bag Factory—By N. Lemecha

Norman Toews married Emily McCaig on July 8 at the Law Courts. He was presented with a lovely set of dishes from the department.

Florence Bernshine became the bride of Bill Hall on July 14 at St. Paul's United Church. The bride-to-be was entertained at a shower at the home of Gladys Pickup, where she received Wear-Ever kitchenware. Florence also received a trillight from the department.

M.O. 'Notions—By H. Lobse

We wish to express sincere sympathy to Mrs. H. Fotheringham in the loss of her father.

Our best wishes go with Jean Smith who has left to be married.

M.O. Men's Furnishings—By D. Dee

We extend a hearty welcome to Mr. George Firth, our new assistant, formerly with our city department.

We are sorry to report Mr. J. Orr is at present on the sick list. Hope to see you back soon, Mr. Orr.

Our best wishes to Mabel Cutforth, a valued member of our staff, who left June 24 to make housekeeping her full-time job. As a parting gift, Mabel was presented with a linen tablecloth, and many other gifts adorned her desk. Don't forget to drop in and see us once in a while.

No June brides this year—instead a July bridegroom. Bob Cave was married Wednesday, July 12, to Elsie Burdenich. Mr. George Firth, with a few words of advice, presented Bob with a set of dishes from management and staff. Our very best wishes for a happy wedded life.

M.O. Jewellery—By N. Robson and J. Farr

Congratulations to Mr. and Mrs. Frank Jones on the birth of a daughter, Judith Diane, at Grace Hospital, July 3. She weighed 6 pounds 8 ounces. Mr. and Mrs. Jones are also the proud parents of five-year-old twins, Jimmy and Johnny.

GEORGE KUNTZ PASSES

After a lengthy illness, George Kuntz, ruling machine operator, who has been a member of the Printing Plant for 31 years, passed away Sunday morning, July 16, in St. Joseph's Hospital. George is survived by his wife, a son and daughter. We have missed him from his place at work. His cheery smile and quiet manner will make his memory dear to all who knew him.



"Tommy" Saunders Weds

One of our best known Mail Order Eatonians, Miss Thomasina ("Tommy" to all) Saunders (M.O. Complaints), left Saturday, July 8, to become the bride of Mr. James Smart, of Victoria, B.C. The marriage will be solemnized at Victoria on July 21. On leaving, Tommy was presented with a chenille bedspread and a deskload of individual gifts.

Miss Saunder was an Eatonian for 23 years. She will be greatly missed not only around Eaton's but also in church and musical circles. The gifted Tommy's lilting soprano and dramatic talent will be Victoria's gain. For many years this warm-hearted Scots lassie sang at the annual Eaton party for the old folk at Middlechurch. Her rendition of the old favourites was always a delight to those in the sunset of life. Best of luck, Tommy!

PRINTING PLANT PATTERN

By M. Torrance

Presentation to Mr. Jack Scott

Several of our members attended a party at the West Kildonan Legion Hall for Mr. J. R. Scott on June 23 in honour of his retirement. Mr. Bob Brown presided, and Mr. Scott received a wallet from the Warehouse gang which was presented by Mr. Fred Darnell. Thanks, Warehouse Eatonians, for a very enjoyable evening!

* * *

Two of our retired staff, H. Jackson and T. Whittington, paid us a visit, as did Bill Robertson who is still convalescing.

Burton S. Williams, who became a member of the Quarter-Century Club last November, left July 14 for a two-months' holiday. Happy holiday, Burt, and wherever you go, good fishing!

"Batter up!" "O.K. there, Barney! Right down the old alley. What! You can't get it over the plate? Lefty (Fred) will!" Yes'm, the printers' ball team. Not bad. As yet, they are somewhat like a young colt, awkward at times but showing great promise. Oh, the bats; they're in the carpenter shop. Paul is taking the holes out of them before the next game—then watch the old ball, ye fielders. A flash of white, a streak of yellow. Oh, boy, a homer! Maybe we can't catch, pitch or run, but we can sit in the bleachers and cheer. It all helps at a ball game—and this is *our* ball team. Let us match their sportsmanship with ours!

Fore! They say the men had a nice bright day on the greens. It must have been a bit hazy for someone. Thirteen strokes to one hole! Was he using a putter? Believe it or not, some golfers are lucky. I saw a petite brunette volunteer to caddy for one on Alexander Avenue.

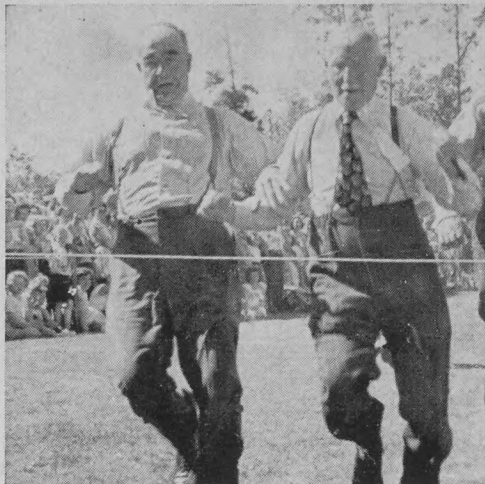
'Twas a Big Day at "Bell-e-Acres"

Heartiest congratulations were extended to Mr. L. W. Houston, group manager, Men's Shoes, M.O., on Saturday, July 8, by members of his staff and friends on the occasion of his 40th anniversary with Eaton's.

The highlight of the celebration took place over the week-end when some 40 friends motored down to "Bell-e-Acres," Mr. Houston's summer home at Lac du Bonnet. A wonderful time was enjoyed boating, swimming and riding in the beautiful surroundings. Contests were held by Mr. Bruce McGregor in which every guest won a prize, after which Mrs. Houston was presented with a beautiful Beswick china Hummell figurine by Mr. G. D. B. Angus, in appreciation of the grand hospitality extended to the gang.

Among the guests of honour were: Mr. and Mrs. H. B. McGregor, Mr. and Mrs. P. Carter, Mr. and Mrs. J. Slater. Others who dropped in to join the fun were those Bell-e-Acres "colonists": Mr. and Mrs. Harold Steele, Mr. and Mrs. G. A. MacNeil, "Mayor" Frank Carpenter and Percy Longstaffe—the genial Percy lending valued assistance to mine host. A big note of thanks goes to the committee in charge: Siggie Beal, Carrie Einarson, Jessie Wallace, Bruce McGregor, et al.

Finally, "three cheers" for those two grand sports—Mr. and Mrs. Houston—was the order of a perfect day which ended with an old-fashioned sing-song, music being provided by our able musicians, Arnold Fairburn and his son, Jim.



Mr. Charlie Tribble (left), Mr. Chris (Kit) Maughan.

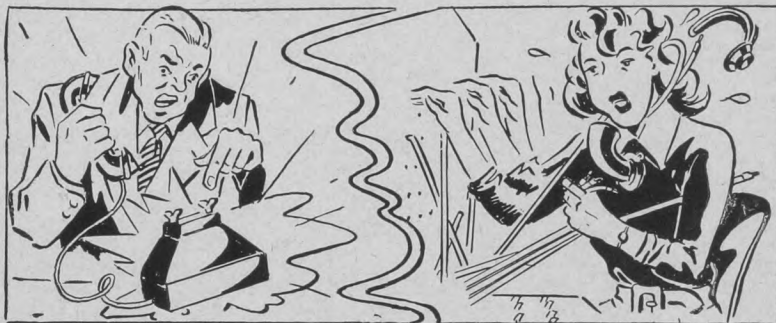
Now, Now, Victoria, Stop Bragging!

Mr. H. E. McLellan, Merchandise Office, Eaton's, Victoria, B.C., writes:

"We are enclosing a picture, taken at the Victoria Store annual picnic, which shows two Winnipeg retired people running in the retired persons' race: Mr. C. Maughan, formerly of the Picture Framing Department, and Mr. C. Tribble, Store Maintenance. You will notice that these people, with the help of Victoria's good climate, are still going strong."

* * *

Nice going, Charlie and Kit. Your many friends in Winnipeg are glad to see you breasting the tape like young uns. By the way, Mr. McLellan, have you forgotten Manitoba's matchless summer?



YOU—By Beulah Black

Out of a mass of tangled cords
And flashing signals' glare,
Your harsh voice spoke in angry tones,
And filled me with despair.
You simply growled: "You cut me off."
Of course you did not know
The party at the farther end
Had dealt that cruel blow.
You took from me my keen desire
To please with service fine,
My heart was heavy all day long
When *you* came on my line.

Out of a mass of tangled cords
And flashing signals bright,
Your soft voice spoke into my ear
And filled me with delight.
In just that fleeting moment,
Though the spoken words were few,
I caught the smile that lit your face
And all my skies were blue.
You left me with the keen desire
To radiate such cheer;
My heart was happy all day long
When *you* spoke in my ear.

CONTACTS

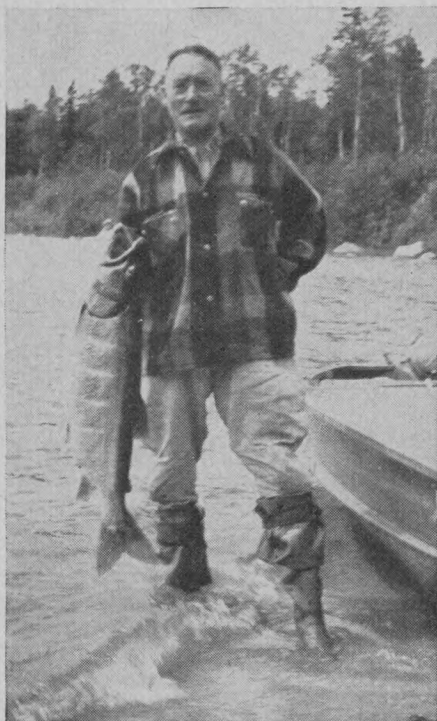
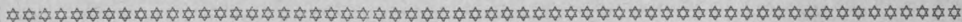
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Vol. 25

AUGUST, 1950

No. 7

Editor: W. E. C. HURLBURT
City Advertising



Aye, Mon, It's a Bonny Feesh!

Our chief engineer, Alex Murray, caught this 24-pound trout on the Dominion Day week-end at Mameigwess Lake, near Ignace, Ont. Aye, we'll agree it's quite a minnow, Alex, and no tall tale either, since Mr. Jack Snowden, manager of Port Arthur Store, was in the boat and witnessed the catch.

Where did we get the picture, did you ask, Mr. Murray? Ah! That's an editorial secret!



Wins Top Prize For Western Canada

Elizabeth Arden demonstrator, Jean Marshall, who recently won first prize among 28 contestants at a five-day school for Elizabeth Arden demonstrators of Western Canada.

COUNT TEN...

Before You "Go Off the Deep End"

*"If you can keep your head when all about you
Are losing theirs and blaming it on you."*

—Kipling

When they're "blaming it on you" and you're so mad you could blow up the works—don't. Count ten, calm down—and think it through. You'll probably see things in a different light, and anyway it *pays* to keep calm.

One of the most devastating instruments of destruction in business is a quick temper or discourteous manner—whether it is found behind the counter, in an office, in the form of a snippy letter or a discourteous response over the telephone.

In a busy store or office where there are constant petty irritations, noise, haste and confusion, it is the controlled, courteous individual who is recognized as a leader.

Many a man can trace his quick success to his ability to keep cool "under fire"—to his poised manners and gracious ways, his ability to mix, his talent for attracting friends.

Courtesy and good temper in any business are also the best protection against the rudeness of others.

You can't "go off the deep end" or be rude and impatient with the salesman or customer who is so pleasant and well-mannered that you want to grasp his hand and say, "I'm glad to know you"—whose very presence in the noisy, nerve-jangling office is restful.

Contacts' Front Cover

... Presents the Eaton Golf Stars
For 1950

- (A) **Jack Yarnell** (270), winner of "A" Class and John David Eaton Trophy.
- (B) **Jack Day** (118), winner of "B" Class and runner-up.
- (C) **Isaac Kilpatrick** (33), winner of "C" Class.
- (D) **Bryson Murray** (228), winner of "D" Class.
- (E) **Merwin McKenzie** (9), winner of "E" Class.

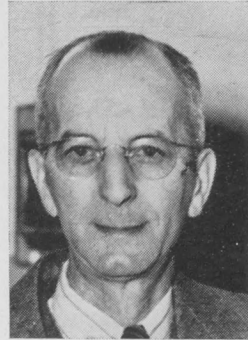
In Memoriam

HERBERT G. THOMPSON

It is with deep regret that we record the death on Saturday, July 8, of Mr. Herbert George Thompson, an Eatonian of 27 years outstanding service.

"Tommy," as he was popularly known, was born in England, where he graduated as a pharmaceutical chemist. At the time of his passing he was in charge of the dispensary in our Eaton Drug Factory. A highly efficient chemist with a complete knowledge of his work, this quiet-mannered, cultured Eatonian will also be missed for his friendly qualities.

Besides his widow, Winnifred, he is survived by three sons, Bradbury F. and Harold G. E., of Winnipeg, and Norman of Windsor, Ont.; a daughter, Mrs. J. D. Metcalfe, of Windsor; two brothers, William in England and Norman of Edmonton; three sisters, Mrs. P. Sleep, of Long Beach, Calif.; Mrs. J. B. Schroeder, of Los Angeles, and Mrs. Frank Green; also seven grandchildren. He was laid to rest in Elmwood Cemetery.



THOMAS PEARSON

A former Eatonian, Mr. Thomas Pearson, passed away in Winnipeg on June 22. Tom retired from the Mail Order Staples about ten years ago, after 23 years with the Company. He was born in Ontario, and kept a small store in Carman before joining Eaton's.

Our sympathy is extended to Mrs. Pearson and other members of the family.

WILLIAM T. MILNE

Another old Eatonian, Mr. W. T. (Billy) Milne, passed away on June 24. Mr. Milne was a native of Glasgow, and was on the Eaton staff for nearly 30 years. He was night foreman of the Carpenters, and a most dependable Eatonian. His genial disposition made him most popular with his associates. Mr. Milne retired about seven years ago.

We offer our sympathy to Mrs. Milne and her sons and daughters.



We extend sincere sympathy to those members of the staff who have recently suffered bereavements

In the Loss of a Father

MR. G. SIMPKIN (M.O. Carpets)
MR. J. G. ANDERSON (Engineers)
MR. N. STEWART (Elevators)
MISS V. WARREN (City Inspectors)
MRS. A. HODGE (Books and Stationery)
MR. WILLIAM BOS (City Carriers)

In the Loss of a Brother

MR. G. L. LAUGHTON (Men's Furnishings)
MR. J. MARTENS (Clothing)
MR. R. O'GRADY (General Audit)
MISS V. NOBLE (D.A.)
MISS C. FENWICK (M.O. Drugs)

In the Loss of a Mother

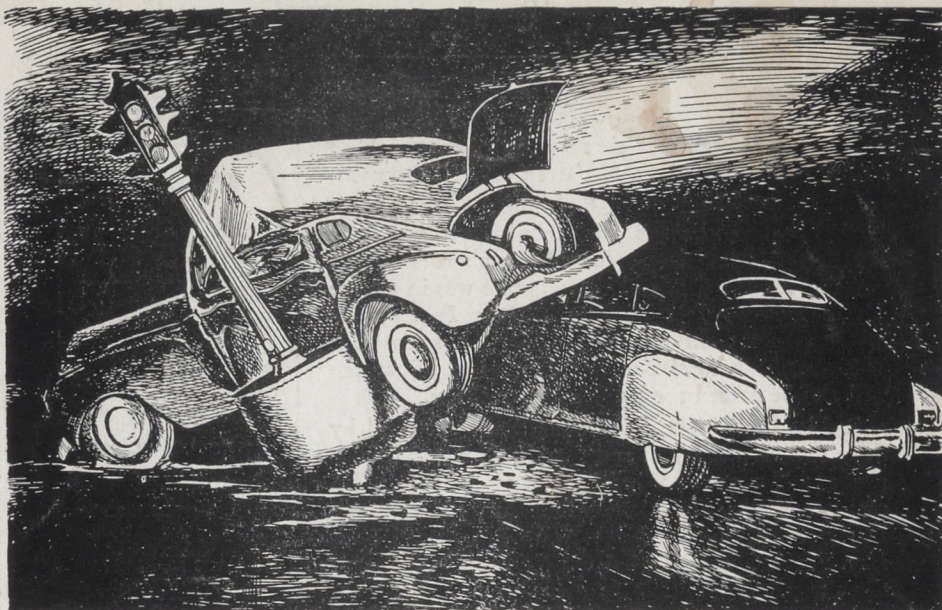
MISS K. HAMMARSTRAND (Piece Goods)
MR. A. ROBINSON (Delivery)
MISS I. ROBINSON (Cash Office)
MR. J. REAY (M.O. Drugs)
MR. H. GARDNER (Drugs)
MR. W. ANDERSON (Women's Shoes)
MR. S. HILL (Boys' Clothing)

In the Loss of a Sister

MR. O. MARTIN (Stoves)
MRS. G. BURNS (China)

In the Loss of an Infant

MR. J. DERKSEN (Beds, S.R.)



So You Like To Drive Fast!

*Next time you're tempted to step on the gas, remember this picture. Remember, too, that you're not just risking your own neck when you speed up, but the lives of other motorists, passengers and pedestrians as well. Speed helped to kill about 10,000 motorists and pedestrians during 1948 (in the U.S.). Safe speed for you and others means driving slow enough for road and traffic conditions, not just *within* the law. Take it easy—the life you save may be your own!*

Can you stop in time? You need good brakes to be a safe driver. Have your brakes checked regularly by a reliable service station or garage. Your life may depend on how fast you can stop.

BE CAREFUL!

The Life You Save May Be Your Own!

THE **T. EATON CO.** LIMITED
WINNIPEG CANADA